

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you approve or disapprove of the Government's record to date?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base: All GB adults	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Approve	14%	24%	6%	12%	10%	17%	17%	11%	17%	12%	12%	17%	24%	15%	11%	11%	10%	9%	13%	15%	15%	9%	14%
Disapprove	66%	50%	86%	80%	77%	59%	67%	64%	57%	68%	68%	62%	62%	62%	63%	68%	75%	77%	70%	66%	61%	60%	69%
Don't know	21%	27%	8%	8%	13%	24%	16%	25%	26%	20%	20%	21%	15%	23%	25%	21%	15%	14%	17%	20%	23%	31%	17%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
0 - Would never consider voting for them	41%	10%	67%	45%	54%	25%	38%	43%	39%	46%	40%	32%	34%	34%	40%	44%	58%	56%	39%	40%	37%	43%	54%
1	6%	3%	8%	10%	7%	6%	7%	6%	4%	6%	8%	5%	7%	6%	6%	7%	3%	2%	7%	6%	4%	6%	6%
2	5%	5%	4%	9%	5%	5%	6%	4%	6%	7%	4%	3%	13%	5%	2%	4%	3%	5%	6%	6%	5%	3%	2%
3	5%	4%	5%	10%	6%	4%	6%	5%	6%	6%	5%	3%	5%	6%	6%	5%	3%	4%	6%	5%	6%	6%	2%
4	4%	5%	2%	4%	3%	5%	4%	3%	5%	3%	4%	4%	5%	3%	4%	4%	2%	6%	5%	3%	4%	4%	2%
5	10%	15%	4%	7%	8%	13%	9%	10%	8%	10%	10%	10%	7%	11%	10%	9%	9%	10%	9%	10%	10%	11%	7%
6	5%	10%	3%	4%	3%	7%	5%	5%	3%	5%	5%	6%	4%	5%	8%	5%	2%	5%	6%	5%	5%	5%	2%
7	6%	12%	3%	1%	4%	9%	6%	6%	5%	4%	6%	10%	7%	7%	6%	6%	4%	-	5%	6%	7%	5%	5%
8	4%	10%	1%	1%	2%	7%	5%	4%	2%	4%	4%	5%	4%	5%	3%	3%	3%	8%	5%	3%	6%	4%	1%
9	2%	6%	-	1%	1%	4%	3%	2%	2%	1%	3%	5%	1%	3%	3%	2%	3%	2%	2%	4%	2%	2%	2%
10 - Would definitely consider voting for them	7%	17%	1%	5%	5%	12%	7%	7%	3%	2%	9%	15%	5%	10%	5%	5%	7%	3%	6%	6%	8%	6%	9%
prefer not to answer	5%	2%	3%	2%	3%	3%	4%	6%	17%	6%	2%	2%	6%	4%	7%	6%	5%	-	4%	4%	6%	5%	9%

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Labour		Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
		Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
0 - Would never consider voting for them			24%	41%	3%	10%	10%	37%	23%	24%	7%	19%	26%	37%	13%	27%	27%	22%	20%	28%	17%	21%	28%	27%	34%
1			5%	9%	2%	2%	2%	7%	5%	5%	4%	5%	4%	6%	3%	6%	6%	4%	2%	6%	4%	6%	4%	5%	6%
2			5%	8%	0%	2%	3%	7%	5%	4%	4%	3%	7%	5%	3%	5%	5%	4%	2%	5%	5%	5%	5%	4%	3%
3			6%	8%	4%	5%	5%	7%	6%	6%	7%	6%	7%	4%	8%	6%	5%	5%	8%	5%	7%	5%	6%	6%	6%
4			6%	7%	4%	9%	6%	7%	7%	6%	7%	6%	7%	6%	10%	5%	5%	7%	6%	8%	6%	6%	6%	9%	4%
5			12%	10%	8%	18%	14%	10%	11%	13%	12%	14%	11%	10%	10%	14%	11%	9%	19%	11%	14%	10%	12%	14%	11%
6			6%	3%	8%	14%	10%	4%	7%	6%	7%	8%	6%	5%	8%	5%	5%	6%	13%	6%	7%	9%	4%	6%	4%
7			8%	4%	11%	14%	11%	4%	8%	7%	9%	8%	7%	6%	10%	6%	8%	8%	10%	7%	9%	8%	8%	4%	6%
8			7%	3%	13%	8%	10%	4%	7%	7%	9%	7%	6%	6%	9%	7%	5%	8%	5%	6%	10%	7%	5%	6%	4%
9			2%	1%	5%	3%	3%	1%	3%	2%	3%	3%	2%	2%	6%	2%	1%	2%	1%	6%	3%	3%	1%	4%	1%
10 - Would definitely consider voting for them			14%	3%	38%	13%	22%	8%	14%	15%	14%	16%	15%	11%	14%	13%	14%	19%	9%	13%	15%	15%	15%	11%	13%
prefer not to answer			5%	2%	3%	2%	3%	3%	4%	6%	17%	6%	2%	2%	6%	4%	7%	6%	5%	-	4%	4%	6%	5%	9%

Liberal Democrats		Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
		Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
0 - Would never consider voting for them			28%	43%	14%	2%	14%	44%	31%	25%	12%	26%	31%	35%	23%	26%	34%	29%	23%	34%	20%	26%	34%	29%	40%
1			5%	8%	3%	2%	3%	7%	5%	5%	5%	4%	7%	6%	4%	5%	8%	4%	5%	2%	4%	6%	5%	6%	5%
2			6%	8%	4%	2%	5%	6%	7%	5%	7%	5%	6%	6%	6%	6%	5%	5%	5%	10%	7%	7%	3%	5%	4%
3			7%	7%	8%	4%	7%	6%	6%	7%	7%	6%	9%	6%	8%	7%	5%	6%	9%	8%	8%	8%	6%	5%	5%
4			6%	7%	9%	4%	8%	5%	7%	6%	6%	8%	6%	5%	8%	7%	6%	6%	7%	2%	8%	7%	5%	7%	5%
5			16%	13%	19%	14%	20%	12%	14%	18%	22%	15%	15%	17%	17%	15%	13%	16%	21%	21%	17%	16%	17%	17%	11%
6			9%	6%	14%	14%	11%	7%	9%	8%	7%	10%	7%	8%	8%	8%	7%	11%	11%	7%	10%	10%	8%	6%	6%
7			7%	3%	10%	18%	11%	4%	7%	7%	5%	9%	8%	4%	5%	8%	6%	7%	10%	7%	9%	5%	7%	8%	7%
8			5%	2%	7%	13%	7%	3%	3%	6%	4%	5%	5%	4%	6%	6%	3%	4%	2%	3%	5%	5%	4%	4%	3%
9			2%	1%	2%	8%	3%	1%	2%	2%	3%	2%	1%	3%	3%	2%	1%	2%	1%	-	2%	2%	1%	2%	2%
10 - Would definitely consider voting for them			5%	1%	7%	18%	9%	2%	5%	4%	4%	4%	5%	5%	6%	5%	4%	4%	3%	6%	6%	3%	4%	5%	4%
prefer not to answer			5%	2%	3%	2%	3%	3%	4%	6%	17%	6%	2%	2%	6%	4%	7%	6%	5%	-	4%	4%	6%	5%	9%

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base: All GB adults	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Health	44%	43%	50%	50%	50%	42%	39%	49%	37%	44%	45%	48%	33%	47%	47%	42%	47%	51%	49%	46%	41%	38%	39%
Immigration & Asylum	36%	60%	17%	19%	21%	58%	36%	35%	18%	24%	46%	54%	24%	39%	41%	34%	27%	45%	32%	35%	41%	36%	38%
Crime	20%	27%	13%	15%	16%	26%	22%	18%	17%	18%	24%	22%	27%	20%	22%	19%	10%	22%	17%	20%	24%	16%	24%
The economy	56%	54%	57%	57%	57%	53%	58%	54%	55%	57%	58%	52%	52%	56%	54%	56%	62%	54%	58%	57%	59%	52%	42%
Tax	11%	12%	9%	9%	9%	10%	11%	10%	13%	12%	9%	8%	7%	11%	12%	11%	9%	10%	12%	12%	10%	11%	5%
Pensions	6%	8%	3%	5%	5%	8%	7%	5%	3%	3%	5%	13%	2%	6%	4%	7%	11%	7%	4%	5%	8%	7%	8%
Education	12%	8%	18%	13%	16%	7%	10%	15%	16%	14%	12%	8%	14%	13%	13%	12%	11%	8%	19%	11%	8%	11%	8%
Family life & childcare	7%	4%	7%	5%	6%	5%	5%	8%	6%	12%	2%	3%	8%	6%	8%	6%	7%	5%	6%	7%	7%	7%	6%
Housing	24%	14%	34%	29%	25%	19%	20%	28%	31%	26%	20%	21%	29%	25%	19%	24%	24%	20%	17%	26%	24%	29%	31%
The environment	25%	14%	31%	45%	35%	14%	23%	26%	26%	29%	20%	22%	28%	25%	21%	26%	24%	28%	28%	27%	19%	24%	20%
Britain leaving the EU	14%	6%	21%	23%	22%	8%	17%	12%	15%	14%	16%	14%	18%	11%	13%	15%	21%	21%	17%	14%	12%	15%	13%
Transport	3%	2%	3%	6%	4%	2%	4%	3%	6%	4%	3%	1%	7%	2%	2%	4%	6%	2%	2%	4%	3%	3%	6%
Welfare benefits	9%	9%	11%	4%	8%	11%	9%	9%	5%	11%	11%	7%	14%	7%	7%	10%	16%	6%	5%	5%	10%	10%	28%
Defence and security	13%	24%	6%	7%	8%	22%	15%	12%	8%	10%	16%	20%	9%	15%	14%	14%	10%	11%	13%	12%	14%	17%	14%
None of these	0%	0%	0%	-	0%	0%	1%	0%	-	0%	1%	0%	-	0%	0%	1%	1%	1%	0%	1%	-	1%	1%
Don't know	2%	0%	2%	1%	2%	1%	2%	2%	7%	2%	1%	1%	3%	2%	3%	2%	2%	-	3%	1%	3%	2%	0%

How well or badly do you think the government is handling the following issues?

National Health Service

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	2%	1%	1%	2%	1%	2%	1%	6%	1%	1%	1%	7%	1%	1%	1%	-	-	2%	2%	2%	1%	0%
Fairly well	12%	20%	5%	11%	8%	16%	14%	10%	16%	10%	12%	14%	17%	12%	11%	12%	11%	5%	12%	12%	12%	12%	11%
Fairly badly	26%	36%	15%	19%	19%	31%	29%	24%	23%	25%	26%	30%	26%	27%	27%	23%	30%	28%	26%	24%	32%	26%	26%
Very badly	55%	38%	77%	65%	69%	47%	51%	59%	45%	57%	58%	52%	44%	55%	55%	59%	56%	62%	57%	58%	49%	55%	52%
Don't know	5%	5%	2%	4%	2%	5%	4%	7%	10%	6%	3%	4%	6%	5%	7%	5%	3%	4%	4%	4%	6%	7%	9%

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Immigration

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	1%	1%	4%	2%	1%	2%	1%	6%	2%	1%	0%	6%	1%	0%	2%	1%	-	2%	1%	2%	2%	1%
Fairly well	8%	10%	7%	6%	7%	8%	9%	8%	17%	10%	4%	6%	15%	9%	10%	6%	6%	1%	9%	10%	8%	7%	4%
Fairly badly	27%	29%	23%	30%	25%	25%	28%	26%	24%	27%	28%	27%	21%	27%	29%	26%	34%	27%	27%	27%	27%	32%	21%
Very badly	55%	55%	64%	51%	58%	60%	56%	54%	41%	50%	62%	63%	50%	57%	53%	56%	52%	63%	55%	55%	55%	49%	63%
Don't know	8%	5%	5%	9%	8%	6%	5%	10%	11%	10%	5%	4%	8%	6%	8%	10%	8%	9%	7%	6%	8%	10%	11%

Crime

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	2%	1%	2%	2%	1%	2%	1%	6%	2%	0%	1%	6%	2%	1%	1%	-	-	1%	2%	2%	2%	0%
Fairly well	17%	21%	9%	21%	15%	16%	17%	16%	23%	15%	15%	19%	18%	19%	14%	13%	25%	13%	18%	16%	16%	20%	13%
Fairly badly	37%	41%	35%	37%	34%	39%	36%	37%	34%	33%	40%	40%	27%	37%	40%	39%	30%	38%	39%	34%	40%	34%	32%
Very badly	33%	28%	45%	29%	38%	35%	36%	31%	22%	35%	37%	33%	39%	32%	32%	36%	29%	32%	32%	37%	29%	30%	41%
Don't know	11%	8%	10%	12%	11%	8%	8%	15%	16%	15%	8%	7%	9%	11%	13%	10%	16%	17%	9%	11%	13%	14%	14%

Education

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	3%	3%	2%	2%	2%	2%	3%	2%	6%	3%	1%	1%	9%	2%	2%	1%	1%	1%	3%	2%	4%	3%	-
Fairly well	24%	36%	14%	20%	18%	29%	25%	23%	32%	18%	24%	30%	21%	23%	26%	24%	24%	19%	20%	24%	29%	24%	22%
Fairly badly	29%	29%	29%	34%	30%	29%	30%	28%	30%	28%	29%	30%	28%	30%	27%	28%	33%	27%	31%	29%	26%	33%	26%
Very badly	30%	15%	47%	32%	40%	22%	30%	29%	23%	34%	32%	23%	28%	30%	25%	32%	31%	33%	36%	30%	23%	21%	36%
Don't know	15%	16%	8%	11%	11%	18%	11%	18%	9%	17%	14%	15%	13%	14%	19%	14%	11%	20%	10%	15%	17%	19%	16%

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Taxation

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	3%	1%	3%	1%	1%	2%	1%	4%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
Fairly well	18%	32%	8%	20%	15%	24%	20%	17%	15%	13%	22%	25%	22%	22%	17%	12%	23%	10%	19%	17%	21%	19%	12%
Fairly badly	34%	34%	32%	37%	36%	32%	34%	34%	34%	34%	30%	37%	29%	35%	33%	36%	31%	35%	35%	37%	34%	28%	27%
Very badly	34%	22%	51%	30%	38%	31%	37%	32%	32%	37%	37%	28%	37%	29%	34%	38%	37%	41%	36%	33%	30%	35%	39%
Don't know	12%	9%	9%	11%	9%	12%	8%	16%	15%	14%	10%	9%	8%	12%	15%	13%	9%	13%	9%	10%	13%	15%	21%

Unemployment

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	3%	6%	0%	2%	2%	4%	4%	2%	4%	1%	4%	3%	5%	3%	2%	2%	1%	3%	2%	4%	3%	2%	1%
Fairly well	30%	46%	20%	29%	26%	37%	35%	25%	20%	25%	35%	36%	29%	33%	32%	27%	27%	20%	30%	30%	35%	27%	19%
Fairly badly	27%	20%	30%	29%	28%	22%	26%	28%	39%	27%	23%	25%	23%	27%	23%	28%	32%	36%	29%	26%	25%	30%	24%
Very badly	23%	10%	38%	19%	29%	19%	23%	23%	24%	27%	21%	17%	32%	18%	20%	26%	27%	25%	22%	23%	20%	21%	34%
Don't know	18%	18%	11%	21%	15%	19%	13%	22%	13%	19%	16%	19%	12%	19%	22%	17%	14%	16%	17%	16%	18%	21%	21%

Inflation

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	4%	1%	3%	1%	2%	3%	1%	4%	2%	2%	2%	5%	3%	0%	1%	3%	-	1%	3%	2%	2%	1%
Fairly well	18%	35%	7%	15%	12%	28%	20%	16%	13%	12%	22%	30%	20%	21%	18%	14%	16%	21%	19%	19%	20%	16%	13%
Fairly badly	32%	31%	30%	35%	35%	30%	32%	32%	29%	33%	30%	34%	33%	32%	28%	33%	34%	34%	31%	33%	33%	32%	30%
Very badly	38%	21%	58%	38%	45%	30%	38%	38%	44%	44%	37%	27%	33%	36%	42%	41%	42%	37%	39%	38%	37%	39%	43%
Don't know	9%	10%	4%	9%	6%	10%	6%	12%	10%	10%	9%	7%	8%	9%	11%	10%	5%	8%	9%	7%	9%	11%	14%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Britain's exit from the EU

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	4%	8%	3%	-	2%	6%	5%	3%	6%	3%	4%	5%	5%	5%	3%	3%	3%	5%	4%	4%	6%	3%	3%
Fairly well	20%	39%	5%	13%	12%	31%	21%	18%	16%	15%	23%	27%	19%	24%	20%	18%	14%	9%	18%	20%	25%	15%	14%
Fairly badly	22%	23%	17%	26%	19%	22%	22%	22%	32%	24%	17%	21%	21%	24%	22%	21%	21%	23%	22%	25%	19%	28%	16%
Very badly	44%	21%	68%	55%	61%	29%	46%	41%	37%	46%	48%	38%	45%	38%	41%	45%	55%	55%	49%	42%	37%	41%	49%
Don't know	11%	10%	7%	5%	7%	12%	5%	15%	9%	13%	9%	10%	9%	10%	13%	13%	7%	8%	7%	9%	13%	14%	18%

Defence

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	5%	8%	3%	3%	4%	6%	7%	4%	8%	6%	4%	3%	9%	5%	6%	5%	2%	2%	5%	6%	5%	5%	5%
Fairly well	34%	42%	28%	39%	33%	35%	38%	31%	37%	32%	36%	37%	38%	38%	32%	29%	34%	33%	36%	36%	35%	31%	28%
Fairly badly	19%	20%	22%	17%	20%	21%	20%	19%	16%	17%	21%	24%	16%	17%	20%	23%	14%	29%	21%	19%	20%	19%	14%
Very badly	17%	12%	26%	13%	21%	17%	19%	15%	10%	18%	20%	15%	19%	16%	15%	18%	19%	14%	17%	16%	13%	16%	30%
Don't know	24%	18%	21%	28%	23%	20%	16%	32%	30%	27%	20%	21%	17%	23%	27%	25%	31%	21%	21%	23%	26%	30%	23%

The economy

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	3%	0%	2%	1%	2%	3%	1%	4%	2%	1%	2%	5%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%
Fairly well	18%	35%	6%	15%	12%	25%	22%	15%	19%	13%	18%	28%	19%	22%	16%	15%	17%	15%	20%	16%	21%	16%	16%
Fairly badly	32%	36%	23%	34%	30%	35%	31%	33%	30%	32%	33%	33%	28%	31%	38%	31%	33%	33%	29%	31%	34%	40%	28%
Very badly	42%	21%	67%	43%	52%	32%	41%	42%	40%	46%	43%	33%	41%	38%	38%	46%	45%	46%	45%	44%	37%	36%	43%
Don't know	6%	5%	3%	5%	4%	6%	3%	9%	6%	8%	5%	4%	6%	7%	6%	6%	4%	5%	5%	6%	6%	6%	12%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Terrorism

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	8%	14%	5%	5%	7%	10%	11%	5%	7%	9%	9%	7%	15%	9%	8%	6%	6%	5%	8%	9%	8%	11%	3%
Fairly well	39%	46%	32%	41%	38%	40%	40%	39%	44%	36%	41%	40%	33%	44%	40%	36%	40%	36%	43%	40%	41%	36%	27%
Fairly badly	18%	17%	19%	15%	16%	19%	18%	17%	18%	15%	18%	21%	16%	16%	15%	21%	19%	21%	18%	18%	17%	17%	16%
Very badly	16%	11%	25%	14%	19%	17%	17%	14%	7%	17%	17%	16%	19%	13%	15%	19%	12%	19%	15%	14%	12%	12%	34%
Don't know	19%	12%	19%	25%	20%	14%	13%	25%	24%	23%	16%	15%	17%	18%	23%	19%	24%	19%	16%	19%	21%	24%	19%

Transport

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	2%	2%	2%	1%	1%	2%	2%	8%	2%	1%	1%	5%	3%	1%	2%	1%	-	2%	2%	4%	2%	2%
Fairly well	21%	31%	13%	17%	17%	25%	21%	21%	26%	20%	17%	24%	29%	23%	19%	20%	18%	10%	19%	22%	21%	25%	17%
Fairly badly	31%	31%	29%	34%	31%	31%	31%	30%	29%	26%	35%	36%	24%	30%	34%	30%	30%	41%	33%	30%	30%	29%	27%
Very badly	32%	20%	50%	36%	42%	26%	37%	28%	29%	36%	35%	26%	36%	30%	26%	37%	35%	36%	35%	34%	29%	25%	39%
Don't know	14%	16%	6%	12%	10%	17%	8%	19%	8%	17%	12%	13%	7%	14%	20%	12%	16%	13%	11%	12%	16%	18%	15%

Housing

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	3%	1%	2%	1%	2%	2%	1%	5%	2%	1%	1%	6%	1%	1%	1%	2%	-	1%	2%	2%	3%	1%
Fairly well	14%	23%	7%	10%	10%	18%	15%	13%	15%	12%	15%	16%	14%	15%	16%	13%	9%	12%	15%	16%	18%	9%	6%
Fairly badly	31%	34%	25%	30%	28%	32%	29%	32%	36%	29%	28%	33%	23%	34%	32%	30%	29%	31%	31%	28%	32%	36%	28%
Very badly	42%	24%	63%	48%	52%	34%	45%	39%	34%	45%	47%	36%	48%	38%	35%	46%	49%	44%	43%	45%	36%	38%	49%
Don't know	12%	16%	4%	11%	8%	14%	8%	15%	11%	12%	9%	13%	9%	12%	17%	10%	11%	13%	11%	9%	13%	13%	16%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Environment

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	3%	4%	2%	2%	1%	3%	4%	2%	6%	3%	2%	2%	4%	3%	4%	2%	1%	-	2%	3%	4%	4%	1%
Fairly well	25%	42%	13%	14%	17%	33%	27%	23%	22%	22%	23%	32%	30%	25%	23%	23%	25%	22%	23%	25%	26%	26%	23%
Fairly badly	26%	22%	24%	31%	27%	25%	26%	26%	31%	24%	28%	26%	23%	27%	29%	25%	30%	25%	28%	26%	27%	26%	21%
Very badly	33%	16%	55%	43%	46%	22%	34%	32%	30%	37%	33%	27%	34%	33%	25%	37%	31%	42%	34%	35%	28%	31%	38%
Don't know	13%	15%	6%	11%	8%	16%	9%	17%	11%	14%	13%	13%	9%	13%	19%	13%	13%	11%	13%	11%	15%	13%	17%

Welfare benefits

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very well	2%	4%	1%	3%	1%	3%	3%	2%	4%	2%	2%	3%	6%	2%	1%	3%	2%	1%	3%	2%	2%	4%	2%
Fairly well	21%	31%	12%	16%	15%	26%	23%	19%	25%	16%	20%	28%	26%	22%	21%	18%	19%	15%	18%	24%	23%	20%	15%
Fairly badly	29%	30%	28%	32%	30%	29%	30%	29%	32%	28%	28%	31%	24%	31%	31%	26%	33%	28%	31%	27%	32%	27%	24%
Very badly	30%	18%	47%	26%	37%	26%	29%	31%	21%	34%	34%	24%	32%	27%	27%	35%	34%	35%	31%	31%	24%	27%	45%
Don't know	17%	18%	11%	23%	16%	16%	15%	19%	19%	19%	17%	15%	12%	18%	20%	19%	12%	21%	18%	16%	18%	22%	14%

Do you think Jeremy Hunt is doing a good job or a bad job as Chancellor of the Exchequer?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base: All GB adults	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Good job	13%	23%	7%	13%	12%	15%	19%	8%	14%	12%	15%	14%	27%	14%	11%	9%	11%	9%	16%	12%	15%	12%	10%
Bad job	41%	30%	60%	43%	48%	41%	44%	38%	28%	41%	48%	39%	37%	39%	38%	44%	43%	53%	44%	42%	34%	38%	44%
Not sure	46%	48%	33%	44%	40%	44%	38%	54%	58%	47%	38%	46%	37%	46%	51%	47%	46%	38%	40%	46%	51%	51%	46%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Which of these would make the better Chancellor of the Exchequer?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base: All GB adults	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Rachel Reeves	20%	6%	36%	33%	31%	11%	24%	15%	16%	19%	22%	20%	26%	17%	15%	22%	17%	27%	25%	23%	12%	11%	23%
Jeremy Hunt	15%	31%	6%	9%	10%	24%	19%	12%	10%	13%	16%	22%	17%	17%	15%	12%	15%	15%	15%	16%	17%	12%	13%
Don't know	65%	63%	57%	58%	59%	65%	57%	73%	73%	68%	62%	59%	57%	65%	71%	66%	68%	58%	60%	61%	71%	77%	64%

Thinking about your finances, which of the following best reflects your position?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
I am very comfortable financially	5%	7%	4%	8%	6%	5%	6%	4%	8%	4%	5%	5%	8%	7%	3%	3%	3%	4%	8%	5%	4%	3%	1%
I am relatively comfortable financially	35%	40%	32%	47%	42%	34%	38%	33%	26%	33%	33%	45%	36%	34%	37%	34%	38%	29%	47%	37%	29%	25%	20%
I do not often have money for luxuries, but can normally comfortably cover the essentials	37%	37%	41%	31%	34%	38%	34%	40%	41%	37%	37%	36%	30%	39%	38%	38%	37%	41%	31%	39%	46%	40%	29%
I can only just afford my costs and often struggle to make ends meet	16%	13%	17%	12%	14%	18%	14%	17%	15%	17%	18%	12%	15%	14%	15%	17%	15%	23%	9%	15%	16%	20%	31%
I cannot afford my costs, and often have to go without essentials like food and heating	4%	2%	5%	2%	3%	4%	5%	3%	2%	6%	5%	0%	7%	3%	4%	5%	4%	4%	3%	1%	2%	6%	17%
Don't know	3%	1%	1%	1%	2%	2%	3%	3%	8%	3%	2%	1%	4%	3%	3%	2%	2%	-	2%	2%	3%	6%	2%

Which government do you think would be better for...

Helping people get onto the housing ladder?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	33%	14%	58%	52%	47%	19%	35%	30%	38%	38%	31%	22%	42%	29%	26%	34%	36%	38%	41%	37%	25%	24%	23%
A Conservative government led by Rishi Sunak	13%	27%	3%	8%	9%	19%	15%	12%	13%	10%	15%	16%	18%	13%	14%	11%	10%	12%	13%	14%	15%	8%	12%
Neither	33%	40%	23%	27%	26%	43%	35%	32%	22%	31%	34%	43%	24%	36%	37%	33%	32%	36%	29%	31%	34%	38%	45%
Don't know	21%	19%	15%	14%	17%	19%	15%	26%	26%	22%	19%	19%	16%	21%	24%	22%	22%	14%	18%	18%	25%	30%	20%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Managing the economy?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	27%	5%	56%	41%	42%	13%	30%	25%	30%	30%	27%	21%	29%	25%	25%	31%	27%	33%	34%	31%	21%	20%	19%
A Conservative government led by Rishi Sunak	25%	49%	8%	19%	17%	36%	29%	21%	22%	20%	28%	32%	34%	30%	22%	19%	18%	20%	24%	27%	29%	21%	17%
Neither	28%	31%	21%	19%	23%	33%	28%	29%	24%	26%	29%	32%	22%	27%	29%	31%	31%	29%	27%	24%	27%	31%	43%
Don't know	20%	14%	15%	21%	18%	18%	13%	26%	24%	24%	15%	14%	16%	18%	24%	20%	24%	18%	15%	19%	22%	27%	22%

Providing more jobs?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	32%	11%	59%	52%	48%	17%	35%	29%	37%	37%	28%	25%	40%	29%	27%	36%	33%	33%	38%	33%	27%	28%	28%
A Conservative government led by Rishi Sunak	17%	35%	4%	9%	11%	25%	21%	13%	14%	13%	20%	22%	20%	20%	16%	14%	9%	14%	19%	17%	18%	13%	14%
Neither	29%	34%	21%	16%	22%	38%	28%	31%	23%	26%	32%	35%	22%	28%	32%	28%	37%	35%	26%	27%	30%	34%	39%
Don't know	22%	19%	17%	23%	20%	20%	16%	27%	26%	24%	20%	18%	17%	23%	24%	22%	22%	18%	17%	23%	25%	26%	19%

Keeping prices down?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	27%	8%	53%	35%	38%	15%	28%	25%	35%	32%	22%	18%	34%	22%	23%	30%	27%	33%	32%	28%	23%	21%	25%
A Conservative government led by Rishi Sunak	16%	33%	4%	12%	11%	23%	18%	13%	15%	11%	19%	20%	20%	20%	15%	11%	13%	11%	18%	15%	19%	11%	12%
Neither	38%	44%	27%	33%	33%	45%	39%	37%	25%	35%	39%	46%	30%	37%	39%	39%	39%	42%	34%	37%	37%	43%	44%
Don't know	20%	16%	16%	20%	18%	17%	15%	25%	25%	22%	19%	16%	16%	20%	24%	20%	21%	14%	17%	20%	22%	26%	19%

Improving standards of living for people like you?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	32%	10%	63%	43%	45%	18%	33%	31%	37%	38%	30%	20%	35%	28%	29%	37%	30%	39%	35%	35%	27%	28%	31%
A Conservative government led by Rishi Sunak	17%	35%	4%	13%	13%	24%	20%	15%	17%	13%	20%	21%	22%	21%	16%	11%	15%	11%	21%	19%	17%	10%	8%
Neither	33%	39%	22%	28%	27%	42%	35%	31%	25%	29%	34%	43%	29%	33%	33%	33%	38%	35%	32%	29%	35%	35%	44%
Don't know	18%	15%	11%	16%	15%	17%	13%	23%	22%	20%	16%	15%	14%	17%	22%	19%	17%	16%	13%	17%	21%	27%	18%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Tackling the government's deficit?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	20%	4%	44%	28%	31%	10%	23%	18%	23%	24%	18%	14%	27%	17%	18%	24%	14%	25%	24%	23%	16%	14%	17%
A Conservative government led by Rishi Sunak	24%	48%	9%	19%	17%	35%	28%	21%	22%	18%	28%	33%	28%	28%	23%	20%	20%	22%	25%	26%	27%	21%	12%
Neither	34%	32%	30%	32%	32%	36%	34%	34%	26%	33%	35%	36%	29%	33%	32%	35%	42%	34%	32%	30%	31%	36%	50%
Don't know	22%	17%	17%	21%	20%	19%	16%	28%	29%	25%	19%	16%	16%	22%	27%	22%	24%	19%	18%	21%	25%	29%	20%

Reducing the number of people in poverty?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A Labour government led by Keir Starmer	41%	22%	68%	65%	57%	28%	44%	37%	37%	46%	42%	32%	46%	41%	35%	42%	36%	45%	49%	44%	33%	35%	32%
A Conservative government led by Rishi Sunak	10%	20%	3%	4%	6%	14%	12%	9%	15%	7%	12%	12%	16%	11%	7%	10%	8%	6%	10%	10%	13%	7%	9%
Neither	31%	42%	18%	18%	23%	41%	31%	30%	20%	29%	30%	39%	24%	31%	34%	30%	35%	32%	27%	29%	32%	34%	40%
Don't know	18%	16%	11%	13%	14%	17%	12%	24%	28%	18%	15%	17%	14%	17%	23%	19%	21%	17%	14%	17%	22%	24%	19%

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base: All GB adults	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Taxes too much and spends too much on services	31%	39%	24%	18%	23%	38%	34%	29%	33%	33%	31%	28%	36%	31%	32%	31%	19%	44%	33%	31%	31%	33%	26%
Taxes too little and spends too little on services	28%	15%	46%	43%	40%	19%	28%	28%	25%	28%	27%	31%	25%	28%	24%	29%	35%	31%	32%	30%	23%	24%	30%
Gets the balance about right	15%	23%	8%	10%	13%	18%	18%	11%	12%	12%	20%	14%	21%	15%	12%	11%	19%	13%	13%	14%	19%	14%	9%
Don't know	26%	22%	22%	28%	23%	25%	20%	32%	30%	27%	22%	27%	19%	25%	32%	29%	27%	13%	22%	24%	27%	29%	35%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Too high - the rich are being made to pay too much and their taxes should be cut	6%	8%	5%	3%	3%	6%	7%	5%	13%	7%	5%	3%	8%	6%	4%	6%	4%	10%	8%	4%	6%	3%	8%
Too low - the rich are not paying enough and their taxes should be increased	62%	43%	81%	79%	73%	52%	60%	63%	59%	64%	65%	56%	64%	61%	60%	62%	66%	56%	61%	61%	64%	62%	59%
About right - the rich are already paying about the right level of tax	20%	36%	7%	10%	15%	28%	22%	18%	12%	15%	21%	30%	19%	20%	23%	18%	15%	22%	21%	23%	19%	18%	11%
Don't know	13%	12%	7%	7%	9%	13%	11%	15%	17%	15%	9%	12%	10%	14%	13%	13%	15%	12%	9%	13%	11%	17%	22%

Generally speaking, do you think the level of immigration into Britain over the last ten years has been too high, too low or about right?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Much too high	40%	66%	17%	21%	21%	66%	41%	39%	16%	28%	50%	62%	26%	43%	45%	41%	30%	47%	32%	39%	45%	41%	52%
A little too high	20%	21%	18%	22%	20%	20%	22%	19%	23%	21%	19%	19%	21%	20%	22%	21%	18%	16%	21%	23%	19%	21%	15%
About right	20%	7%	37%	25%	32%	7%	20%	20%	31%	24%	16%	12%	25%	18%	16%	22%	23%	24%	24%	19%	17%	19%	16%
A little too low	6%	1%	12%	9%	11%	1%	6%	7%	9%	8%	5%	3%	12%	6%	3%	5%	11%	5%	8%	6%	6%	6%	4%
Much too low	2%	0%	5%	3%	4%	0%	3%	1%	4%	2%	3%	1%	4%	2%	1%	3%	3%	-	2%	3%	2%	1%	2%
Don't know	11%	4%	11%	19%	13%	5%	8%	14%	18%	16%	7%	3%	12%	11%	13%	9%	16%	7%	13%	10%	10%	12%	10%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Mostly good for the country	24%	8%	41%	42%	38%	8%	25%	23%	36%	27%	21%	16%	32%	23%	18%	23%	32%	13%	31%	25%	17%	23%	15%
Mostly bad for the country	36%	57%	17%	20%	18%	58%	39%	33%	22%	29%	46%	46%	29%	37%	43%	37%	26%	39%	29%	35%	44%	38%	40%
Both good and bad for the country	32%	31%	34%	31%	35%	29%	30%	34%	29%	33%	27%	35%	30%	32%	27%	33%	33%	39%	31%	34%	31%	29%	33%
Don't know	8%	4%	8%	7%	9%	5%	6%	11%	13%	11%	6%	3%	8%	7%	13%	7%	9%	9%	9%	6%	8%	9%	12%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is competent or incompetent?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Competent	30%	50%	19%	30%	27%	39%	30%	31%	20%	28%	31%	39%	39%	35%	31%	24%	27%	17%	32%	30%	34%	28%	21%
Incompetent	50%	30%	70%	56%	57%	42%	54%	47%	58%	52%	51%	42%	48%	46%	49%	54%	55%	58%	54%	50%	45%	47%	54%
Don't know	20%	20%	11%	15%	16%	20%	16%	23%	22%	20%	18%	19%	14%	19%	21%	22%	18%	25%	14%	20%	21%	25%	25%

Is decisive or indecisive?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Decisive	23%	34%	16%	20%	18%	26%	21%	24%	29%	24%	20%	20%	32%	27%	18%	17%	22%	18%	23%	22%	28%	20%	18%
Indecisive	57%	48%	70%	66%	65%	55%	63%	51%	48%	53%	62%	63%	49%	53%	61%	60%	60%	66%	62%	59%	50%	53%	54%
Don't know	20%	18%	14%	14%	17%	19%	16%	24%	23%	23%	18%	17%	19%	20%	21%	23%	18%	16%	16%	19%	21%	27%	28%

Is trustworthy or untrustworthy?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Trustworthy	23%	41%	11%	26%	20%	29%	25%	21%	19%	18%	25%	31%	30%	27%	20%	20%	18%	15%	25%	22%	27%	23%	12%
Untrustworthy	54%	32%	74%	57%	61%	44%	56%	52%	60%	61%	53%	39%	54%	50%	50%	56%	58%	68%	57%	54%	48%	51%	59%
Don't know	23%	27%	15%	18%	18%	27%	19%	27%	21%	21%	21%	31%	17%	23%	30%	24%	24%	17%	18%	24%	25%	26%	29%

Is strong or weak?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Strong	18%	27%	11%	15%	14%	20%	16%	19%	25%	18%	14%	17%	29%	19%	16%	14%	15%	11%	18%	15%	23%	17%	14%
Weak	57%	46%	71%	66%	64%	55%	62%	52%	48%	55%	63%	61%	46%	55%	55%	63%	60%	74%	63%	59%	48%	53%	59%
Don't know	25%	27%	18%	19%	23%	25%	22%	28%	28%	27%	23%	23%	25%	27%	29%	23%	25%	15%	20%	26%	29%	29%	26%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is likeable or dislikeable?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Likeable	32%	52%	19%	37%	31%	39%	35%	30%	22%	27%	34%	44%	38%	37%	30%	27%	26%	25%	32%	32%	38%	28%	25%
Dislikeable	47%	27%	67%	44%	50%	39%	49%	45%	60%	52%	47%	31%	45%	43%	46%	52%	50%	53%	48%	48%	40%	52%	49%
Don't know	21%	21%	15%	19%	19%	22%	16%	25%	18%	21%	18%	25%	18%	19%	24%	21%	24%	22%	20%	20%	21%	19%	26%

is competent or incompetent?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Competent	36%	22%	59%	57%	52%	25%	41%	32%	33%	40%	34%	33%	45%	34%	30%	39%	38%	40%	45%	38%	29%	32%	28%
Incompetent	35%	58%	17%	19%	22%	51%	37%	33%	29%	28%	41%	46%	27%	39%	38%	32%	34%	34%	31%	35%	39%	35%	36%
Don't know	29%	21%	24%	25%	26%	24%	22%	35%	39%	32%	25%	22%	28%	26%	33%	30%	28%	26%	24%	27%	32%	33%	36%

Is decisive or indecisive?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Decisive	23%	13%	39%	33%	30%	16%	24%	23%	29%	25%	21%	20%	31%	23%	20%	26%	15%	23%	26%	25%	23%	21%	16%
Indecisive	50%	68%	37%	49%	46%	62%	55%	45%	33%	44%	59%	60%	45%	53%	51%	45%	54%	55%	53%	51%	44%	48%	52%
Don't know	27%	19%	24%	18%	24%	22%	21%	33%	38%	31%	20%	21%	24%	25%	29%	29%	31%	22%	21%	24%	33%	31%	32%

Is trustworthy or untrustworthy?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Trustworthy	29%	15%	52%	49%	45%	17%	33%	25%	28%	31%	29%	26%	40%	28%	24%	29%	26%	33%	35%	31%	26%	23%	20%
Untrustworthy	42%	64%	24%	25%	30%	56%	44%	39%	34%	37%	47%	48%	30%	46%	45%	36%	45%	48%	39%	41%	43%	44%	44%
Don't know	29%	21%	25%	26%	25%	27%	23%	36%	39%	32%	24%	26%	30%	26%	31%	34%	29%	19%	26%	27%	31%	33%	37%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is strong or weak?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Strong	26%	15%	45%	38%	34%	19%	28%	24%	28%	30%	26%	19%	39%	26%	18%	27%	21%	25%	27%	29%	26%	21%	19%
Weak	40%	59%	24%	30%	32%	53%	43%	37%	30%	34%	44%	51%	33%	43%	42%	35%	44%	46%	40%	40%	38%	39%	43%
Don't know	34%	26%	31%	32%	34%	29%	29%	39%	42%	36%	30%	31%	28%	31%	40%	38%	34%	29%	32%	31%	36%	40%	37%

Is likeable or dislikeable?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Likeable	31%	20%	48%	48%	43%	22%	36%	25%	28%	32%	33%	27%	43%	31%	25%	32%	29%	20%	34%	33%	28%	27%	26%
Dislikeable	41%	61%	25%	27%	30%	55%	43%	40%	35%	37%	44%	49%	29%	46%	44%	38%	40%	48%	38%	42%	42%	48%	39%
Don't know	28%	19%	27%	25%	28%	24%	21%	34%	37%	31%	22%	24%	28%	23%	31%	30%	30%	32%	28%	25%	31%	25%	35%

How good or bad a service do you think most care homes for elderly people provide to their residents?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Very good	3%	3%	3%	3%	2%	3%	4%	2%	6%	3%	3%	2%	5%	4%	1%	2%	3%	2%	2%	4%	3%	3%	2%
Fairly good	41%	48%	36%	42%	42%	44%	39%	43%	32%	36%	45%	50%	37%	40%	44%	41%	46%	39%	41%	40%	46%	40%	32%
Fairly bad	30%	27%	36%	31%	30%	28%	27%	32%	32%	32%	29%	26%	27%	30%	29%	33%	24%	32%	32%	31%	25%	32%	28%
Very bad	6%	5%	8%	4%	6%	7%	7%	6%	6%	7%	7%	4%	6%	6%	4%	9%	9%	7%	5%	7%	6%	5%	12%
Don't know	20%	17%	16%	20%	19%	18%	23%	18%	23%	23%	17%	17%	25%	21%	22%	15%	19%	21%	20%	18%	20%	21%	25%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Suppose you reached the stage where you could no longer live independently, and had enough money to choose, which of these would you prefer?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
To live in my own home with the support of a paid carer	32%	33%	31%	40%	35%	31%	32%	31%	31%	32%	33%	30%	30%	33%	32%	30%	29%	38%	36%	32%	31%	24%	30%
To live in my own home with the support of a member/members of my own family	31%	29%	30%	26%	29%	30%	34%	28%	39%	31%	28%	30%	38%	27%	31%	32%	35%	26%	27%	33%	31%	32%	33%
To live in a home in a sheltered community, with care provided	26%	28%	27%	30%	28%	28%	20%	31%	11%	23%	29%	34%	18%	29%	22%	28%	27%	23%	27%	26%	26%	25%	21%
To live in a care home	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	0%	2%	2%	2%	-	4%	1%	2%	1%	3%	2%
Don't know	10%	9%	11%	3%	7%	9%	12%	9%	18%	13%	7%	5%	14%	9%	13%	8%	9%	9%	8%	7%	12%	16%	14%

Imagine there comes a time in your own retirement when you are no longer capable of living independently and require full time care. Do you think you would or would not be able to fund the cost of this without selling your home?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Definitely would	3%	2%	2%	4%	2%	2%	3%	2%	6%	2%	2%	2%	7%	2%	1%	2%	1%	2%	3%	2%	3%	1%	1%
Probably would	10%	10%	10%	17%	10%	9%	14%	7%	18%	11%	7%	10%	21%	9%	9%	9%	9%	5%	14%	11%	9%	5%	7%
Probably would not	25%	25%	24%	26%	27%	22%	26%	24%	24%	24%	23%	28%	20%	25%	25%	26%	25%	26%	29%	27%	22%	25%	13%
Definitely would not	46%	50%	51%	42%	45%	55%	40%	52%	21%	46%	56%	48%	30%	47%	49%	48%	49%	50%	38%	44%	51%	51%	57%
Don't know	16%	13%	14%	11%	16%	12%	18%	15%	30%	17%	13%	11%	22%	16%	16%	15%	16%	16%	16%	16%	14%	18%	22%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

And do you think you would or would not be able to fund the cost of this if you did sell your home?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Definitely would	9%	9%	6%	19%	10%	8%	10%	7%	11%	8%	9%	9%	13%	10%	7%	7%	5%	6%	13%	10%	7%	3%	2%
Probably would	29%	31%	29%	36%	32%	26%	28%	29%	29%	27%	26%	34%	26%	28%	31%	29%	26%	39%	33%	33%	26%	27%	14%
Probably would not	22%	24%	22%	17%	21%	25%	22%	22%	17%	21%	23%	24%	18%	23%	21%	24%	23%	19%	21%	23%	24%	25%	16%
Definitely would not	18%	16%	21%	12%	14%	23%	16%	20%	8%	19%	24%	15%	15%	19%	18%	18%	22%	22%	11%	14%	22%	24%	38%
Don't know	22%	19%	22%	17%	22%	19%	23%	22%	35%	24%	18%	18%	28%	21%	23%	23%	23%	14%	23%	20%	21%	22%	29%

Looking forward, imagine that your parents were no longer able to live independently or with family at some point in the future and required full time care. Which of the following do you think would apply?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
My parents would probably have enough financial resources to pay for full time care, without selling their home	12%	11%	13%	23%	13%	9%	14%	11%	21%	17%	9%	3%	27%	11%	9%	11%	11%	11%	14%	15%	11%	11%	5%
My parents would probably have to sell their home to pay for full time care	23%	21%	29%	22%	27%	19%	21%	25%	21%	31%	22%	9%	19%	23%	28%	24%	17%	25%	27%	26%	19%	20%	13%
I or my siblings would probably contribute money to pay for full time care for my parents	8%	3%	10%	9%	9%	3%	9%	6%	18%	10%	4%	2%	14%	6%	4%	9%	10%	7%	9%	7%	6%	11%	4%
My parents have little or no savings and would probably rely on the state to pay for full time care	14%	11%	16%	7%	13%	14%	13%	16%	14%	19%	13%	7%	15%	12%	15%	13%	19%	19%	11%	14%	16%	15%	19%
Don't know	11%	8%	9%	5%	8%	8%	13%	9%	21%	14%	8%	1%	12%	10%	12%	11%	9%	5%	8%	10%	15%	12%	9%
Not applicable - my parents are no longer alive, I am not in touch with them, or they are already in care	32%	47%	24%	34%	30%	47%	31%	34%	7%	7%	44%	78%	13%	39%	31%	33%	34%	33%	31%	28%	33%	30%	50%

Fieldwork Dates: 11th - 13th November 2023

Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Overall, which of these policies would you prefer regarding the cost of social care for older people who can no longer live independently?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
A significant increase in income tax, so that social care is available, free, to everyone who needs it.	15%	14%	18%	13%	17%	16%	17%	13%	14%	11%	18%	20%	16%	13%	14%	16%	18%	18%	13%	16%	16%	13%	21%
A moderate increase in income tax so that subsidised social care is available to most people who need it, subject to a means test	32%	28%	41%	48%	40%	27%	29%	36%	26%	33%	30%	37%	36%	33%	31%	33%	26%	29%	40%	31%	26%	33%	28%
A small increase in income tax so that subsidised social care is available only to the least well off.	14%	17%	10%	18%	13%	16%	16%	12%	14%	14%	14%	15%	14%	16%	17%	11%	16%	14%	12%	15%	19%	12%	12%
No increase in income tax, so that individuals and families take responsibility for providing, or paying for, social care.	12%	17%	9%	5%	9%	15%	15%	10%	10%	14%	14%	9%	10%	12%	13%	12%	15%	13%	14%	13%	11%	10%	7%
Don't know	26%	25%	22%	16%	21%	26%	24%	28%	35%	28%	25%	19%	24%	25%	24%	29%	24%	26%	21%	26%	28%	31%	31%

If the Government applies a means test for subsidising social care, which of these options would you prefer?

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
To raise taxes less, but require recipients to sell their home (or borrow against its value) in order to help pay for their social care	22%	24%	21%	32%	25%	20%	25%	19%	20%	25%	20%	19%	30%	24%	20%	19%	15%	19%	27%	22%	21%	19%	10%
To raise taxes more, and NOT require recipients to sell their home (or borrow against its value) in order to help pay for their social care	46%	48%	52%	49%	50%	49%	45%	47%	40%	40%	51%	55%	46%	47%	45%	45%	47%	50%	49%	46%	45%	41%	49%
Don't know	32%	29%	26%	20%	26%	31%	30%	33%	39%	34%	29%	27%	24%	29%	35%	35%	38%	31%	24%	32%	34%	40%	40%

Fieldwork Dates: 11th - 13th November 2023
Sample size: 1759 GB adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Introducing an extra inheritance tax, paid by everyone with any savings after they die. This would be used to provide free long term care for those who needed it

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Support	22%	15%	30%	27%	26%	16%	26%	19%	29%	23%	19%	22%	28%	21%	19%	22%	26%	29%	23%	23%	21%	23%	19%
Oppose	53%	64%	45%	55%	50%	64%	53%	52%	35%	50%	60%	58%	45%	58%	52%	52%	48%	50%	54%	56%	51%	49%	47%
Don't know	25%	21%	25%	18%	24%	21%	21%	29%	36%	27%	21%	20%	27%	21%	30%	27%	26%	20%	22%	21%	28%	27%	35%

Putting a cap on the maximum amount of money that anyone will have to pay towards long term care costs, meaning that no one would have to pay more than about £70,000 towards their care

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163
Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
Support	70%	76%	72%	73%	76%	70%	68%	71%	64%	67%	72%	75%	67%	72%	72%	67%	63%	77%	72%	73%	65%	70%	62%
Oppose	10%	9%	10%	13%	8%	11%	11%	10%	9%	11%	10%	11%	11%	11%	9%	10%	15%	5%	12%	9%	10%	10%	11%
Don't know	20%	14%	18%	14%	17%	19%	21%	19%	27%	22%	19%	14%	22%	17%	19%	23%	22%	18%	16%	18%	24%	21%	28%

The government backing a voluntary insurance scheme, so that people under the age of 65 could purchase insurance that would pay for long term care should they need it later in life.

Unweighted base	1759	597	433	153	737	623	797	962	177	706	420	456	182	595	297	436	152	97	535	539	314	208	163	
	Base	1759	608	455	161	653	697	855	904	192	734	424	410	211	591	292	424	151	90	493	510	369	214	173
	Support	67%	73%	64%	78%	71%	68%	67%	67%	63%	66%	66%	72%	71%	69%	64%	65%	61%	70%	67%	71%	67%	69%	52%
	Oppose	11%	9%	15%	8%	10%	12%	13%	9%	10%	10%	13%	10%	7%	11%	12%	11%	14%	12%	12%	11%	11%	9%	13%
	Don't know	22%	18%	22%	13%	19%	20%	20%	24%	27%	24%	21%	18%	21%	19%	25%	24%	25%	18%	21%	19%	22%	22%	35%

Cell Contents (Column Percentages)